



Focus On



Developing School Travel Plans with Gateshead Council

Problem Identified

Gateshead Council, in the North East of England, has an ongoing programme of developing School Travel Plans throughout the Borough. Traffic Engineers, School Travel Advisors and Road Safety staff work in partnership with local schools to develop a package of both educational and physical road safety measures. The objective of the plan is to encourage children to walk and cycle to school and reduce the amount of cars on the road. In order to help promote School Travel Plans, the School Travel Advisors designed a unique logo incorporating the iconic Angel of the North with children/families walking and cycling en route to school. The next step was to look at ways of displaying the logo, to further identify Travel Plan schools, and street furniture seemed a natural choice.

Solution

Glasdon UK Limited were approached by Gateshead Council to discuss the development of a bespoke bollard, incorporating their logo, which could be used outside specific schools involved in the scheme. After looking at the extensive range of bollards available, the Neopolitan™ 150 bollard was subsequently chosen. Manufactured from Durapol® material, the bollard is long lasting and maintenance-free. It will not chip or rust and never needs painting. Neopolitan 150 bollard has a below-ground socket fixing system which allows quick and easy replacement. The 150mm recess at the top of the bollard is a large area ideal for showing personalisation. Gateshead Council selected the bollard because it is neat, visible, aesthetically pleasing and easily maintained.

Resulting Benefits

The Neopolitan 150 bollards were sited specifically at schools involved in developing travel plans. These bollards have alleviated problems such as footway parking and traffic congestion around the school. Pupils, parents and the local community have benefited from raising the awareness of the School Travel Plans by helping to create a safer, more healthy environment. The journey to and from school has become safer and more sustainable.



What the Customer Says

“ The use of the logo, both in school and on the bollards outside, provides an excellent link between educational work and physical road safety measures. ”

Austin Hattam, Traffic Engineer - (Projects) Transport and Highways Service at Gateshead Council.



Glasdon U.K. Limited
Local Government
Highways and Safety Division
Preston New Road
BLACKPOOL
Lancashire
FY4 4UL
Tel: (01253) 600411
Fax: (01253) 792558
e-mail: hs@glasdon-uk.co.uk
web: www.glasdon.com



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